

Zoning & Subdivision Report

Planning & Development - 417/864-1611
840 Boonville - Springfield, Missouri 65801

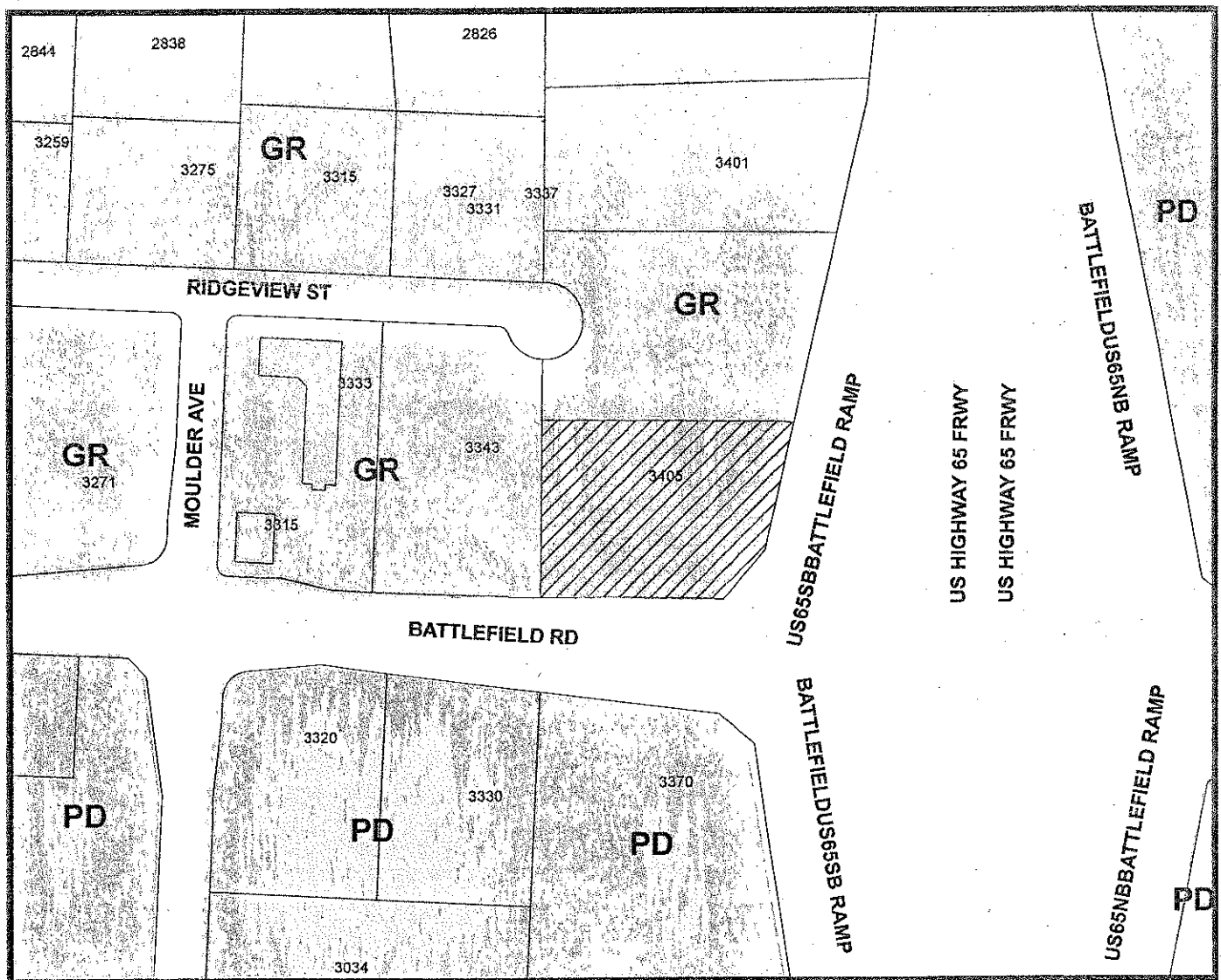
Master Sign Plan: Deerfield Office Park Pierce Group

Location: 3405 East Battlefield Road

Current Zoning: GR

Proposed Zoning: N/A

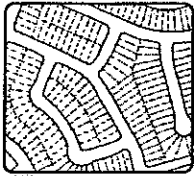
LOCATION SKETCH



- Area of Proposal



1 inch = 214.237288 feet



Zoning & Subdivision Report

Planning & Development Department ~ 417/864-1611
840 Boonville Avenue ~ Springfield, Missouri 65801

MASTER SIGN PLAN –Pierce Group Inc., Deerfield Office Park

DATE: November 17, 2009

PURPOSE: To approve a master sign plan for the Pierce Group Inc., Deerfield Office Park

BACKGROUND:

LOCATION:	3405 East Battlefield Road
APPLICANT:	Pierce Group Inc., Deerfield Office Park
TRACT SIZE:	Approximately 1.63 Acres
EXISTING USE:	General Retail (GR)
PROPOSED USE:	same

RECOMMENDATION:

The request be **approved**.

FINDINGS FOR STAFF RECOMMENDATION:

1. This application meets the requirements for establishment of a master sign plan.
2. Approval of this Master Sign Plan will allow for one additional sign at 3405 E Battlefield Road.

CONDITIONS:

2. The approval of a Master Sign Plan application shall not authorize the erection, placement, reconstruction, structural alteration or moving of any sign, but shall merely authorize the preparation, filing and processing of applications for any permits or approvals, which may be required by the codes and ordinances of the City, including, but not limited to, a building or sign permit. The sign shall be required to have a separate permit.
3. The applicant needs to provide elevations from the adjacent street (U.S. Highway 65 off-ramp) to properly evaluate height of proposed sign and to provide dimensions of existing monument sign to evaluate effective area and height with permit application.
4. All provisions of *Section 5-1411* of the Springfield Zoning Ordinance shall be met

STAFF CONTACT PERSON:

Bob Hosmer, AICP
Senior Planner

ATTACHMENT A
MASTER SIGN PLAN - Pierce Group Inc., Deerfield Office Park

APPLICANT'S PROPOSAL:

The applicant seeks to establish a master sign plan for a single tract of land located at 3405 East Battlefield. This Master Sign Plan will allow one existing sign and one new sign for a total of two (2) signs on one tract of land.

HISTORY:

The property in question was at one time the Denny's restaurant property. This property has a subdivision sign stating its proximity and entry into the Deerfield Office Park. The applicant is now seeking a master sign plan to place one (1) additional new sign along the US Highway 65 right-of-way.

ZONING ORDINANCE REQUIREMENTS:

A Master Sign Plan application may be approved for the purpose of establishing consistent, logical and equitable signage for:

1. Multiple uses on a single lot; A building group of a single use or multiple uses that may involve multiple properties; or A large tract that contains a single use with multiple services.

The main intent of a Master Sign Plan is to provide clarity of communications regarding tenants and services to users of the premise or building group. A Master Sign Plan is not intended to provide special or additional signage allowance in terms of total effective area than would otherwise be permitted by Section 5-1400 of the Zoning Ordinance.

STAFF ANALYSIS:

1. The applicant is seeking to create a Master Sign Plan to allow two (2) signs on the same lot. The proposed sign will be used to advertise local businesses in the shopping center while the other existing sign will represent the Deerfield Office Park Subdivision as a whole from the eastside. The existing (Deerfield Office Park) concrete structure/sign has an effective area of 88 sq. ft. with a height six (6) feet while the new sign will have an effective area of 256.60 sq. ft with a height of 31 feet. Under the Zoning Ordinance, no sign shall exceed the maximum height of forty (40) feet permitted by Section 5-1400. If signs are spaced closer together than the minimum spacing permitted (300 ft), then one (1) sign may be forty (40) feet in height and the additional sign must not exceed twenty (20) in height. Approval of this Master Sign Plan will not increase the total effective area or height of the signage that is permitted by the current regulations.
2. Approval of this Master Sign Plan does not constitute approval of a sign permit. Prior to the placement of the proposed signs, a sign permit must be obtained and all other applicable codes and ordinances met.

EXHIBIT 1
REQUIREMENTS FOR MASTER SIGN PLAN - Pierce Group Inc., Deerfield Office Park

1. The following sign is permitted in conformance with Exhibits A and B:
 - A. Additional sign location as shown on Exhibit A
 - B. Sign shown on Exhibit B with a maximum height of thirty-one (31) feet measured from the elevations of the adjacent off ramps of U.S. Highway 65 and a maximum effective area not to exceed 256.60 square feet.

EXHIBIT 2
STANDARDS FOR MASTER SIGN PLANS
Pierce Group Inc., Deerfield Office Park

Note: Please see Exhibit C for the applicant's responses to the following standards.

An application for a master sign plan shall be granted only if evidence is presented which establishes the following:

1. The proposed Master Sign Plan will be consistent with the adopted policies in the Springfield Comprehensive Plan;
2. The proposed Master Sign Plan has the potential to improve the safety and convenience of the motoring public and of pedestrians using the property and the area immediately surrounding the property;
3. The location, lighting and type of signs proposed and the relationship of signs to traffic control is appropriate for the property;
4. The proposed signs will be constructed, arranged and operated so as not to dominate the immediate vicinity or to interfere with the development and use of neighboring property in accordance with the applicable district regulations;
5. The proposed signs, as shown by the application, will not destroy, damage, detrimentally modify or interfere with the enjoyment and function of any significant natural topography or physical features of the site;
6. The proposed signs will not result in the destruction, loss or damage of any natural, scenic or historic feature of significant importance;
7. The proposed signs, as shown by the applicant, will not interfere with any easements, roadways, rail lines, utilities and public or private rights-of-way; and
8. The proposed signs will not have any substantial or undue adverse effect upon, or will lack amenity or will be incompatible with, the use or enjoyment of adjacent or surrounding property, the character of the neighborhood, traffic conditions, parking, utility facilities, and other matters affecting the public, safety and general welfare.

Building
14,400 Sq Ft

176.09°M 176.30°D
S 11°22'27" W
U.S. 65

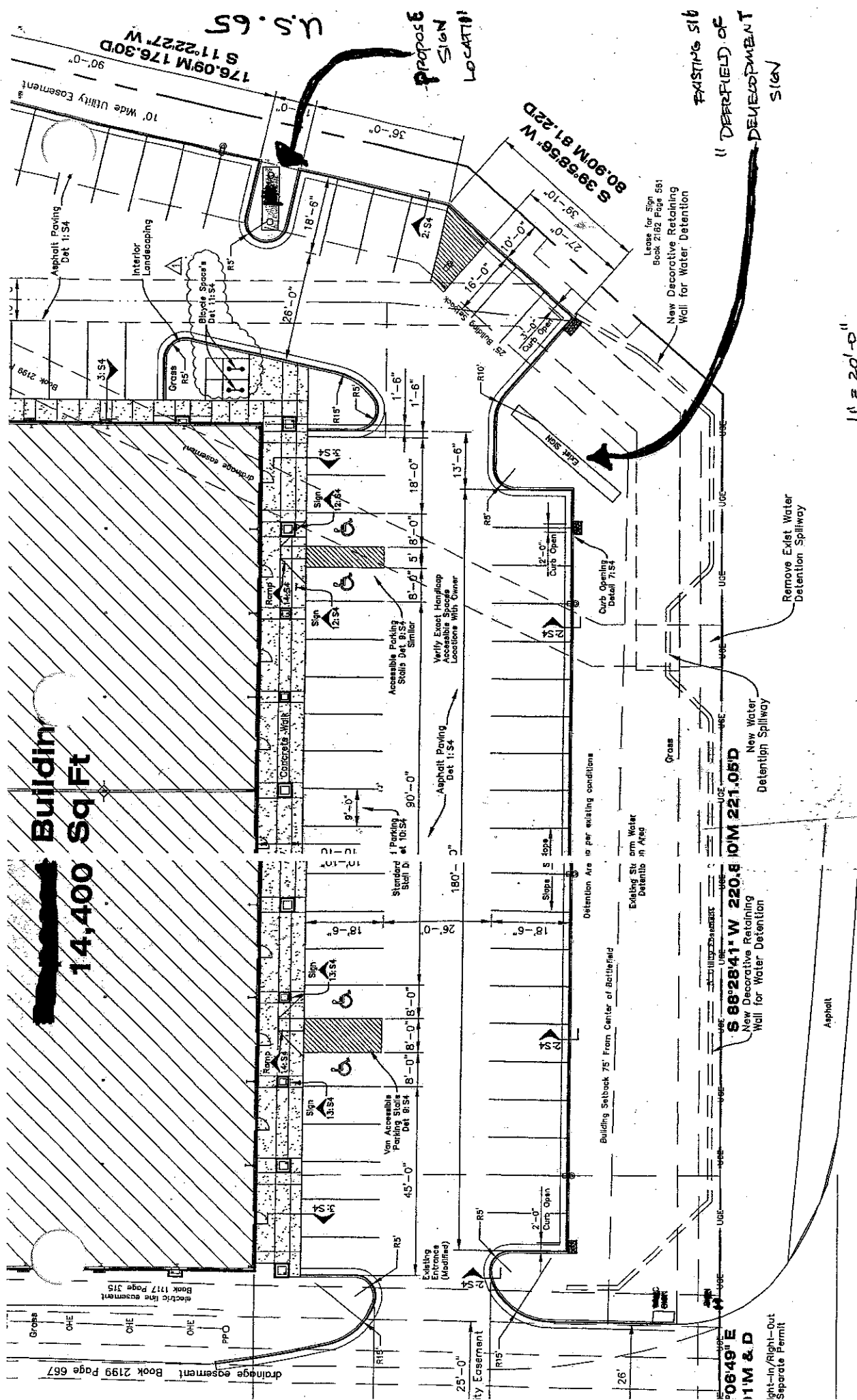
Proposed
Sign
Location

EXISTING SIB
"DEVELOPMENT
SIGN"

1" = 20'-0"

Exhibit A MASTER SIGN PLAN

(West Bound Lanes)
Battlefield Road



06:49° E
11°M & D
light-in/Right-Out
Separate Permit

1" = 20'-0"

☐ APPROVED
☐ APPROVED AS NOTED
☐ REVISE & RESUBMIT

DATE: ____/____/____

AUTHORIZED SIGNATURE
NOTES:

ILLUMINATED DISPLAY WILL BE WIRED FOR 120V
UNLESS OTHERWISE NOTED

CUT FOR FINISHING NECESSARY ELECTRICAL WIRING
TO BE MADE & NOT INCLUDED IN SHOP DRAWING

SALESPERSON: SABRINA BRAL

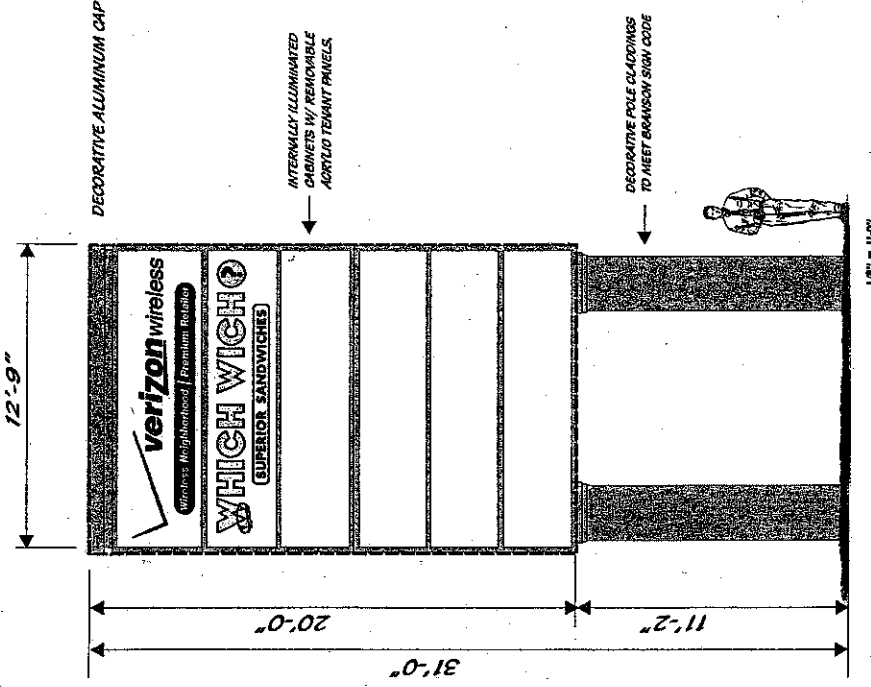
SCALE: AS NOTED

DESIGNER: CB

PRINTED: 2.18.09

THIS DRAWING OR ANY REASONABLE FACSIMILE
IS THE PROPERTY OF PINNACLE SIGN GROUP
UNLESS PURCHASED OR THERE IS WRITTEN
CONSENT FROM PINNACLE SIGN GROUP

©COPYRIGHT
PINNACLE SIGN GROUP, INC.



256.60 sq. ft.

Exhibit B

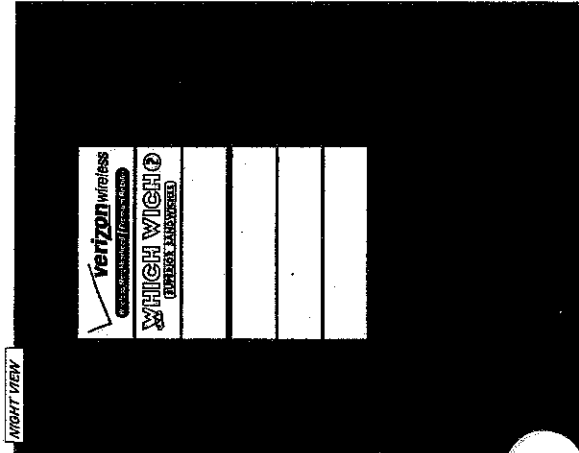
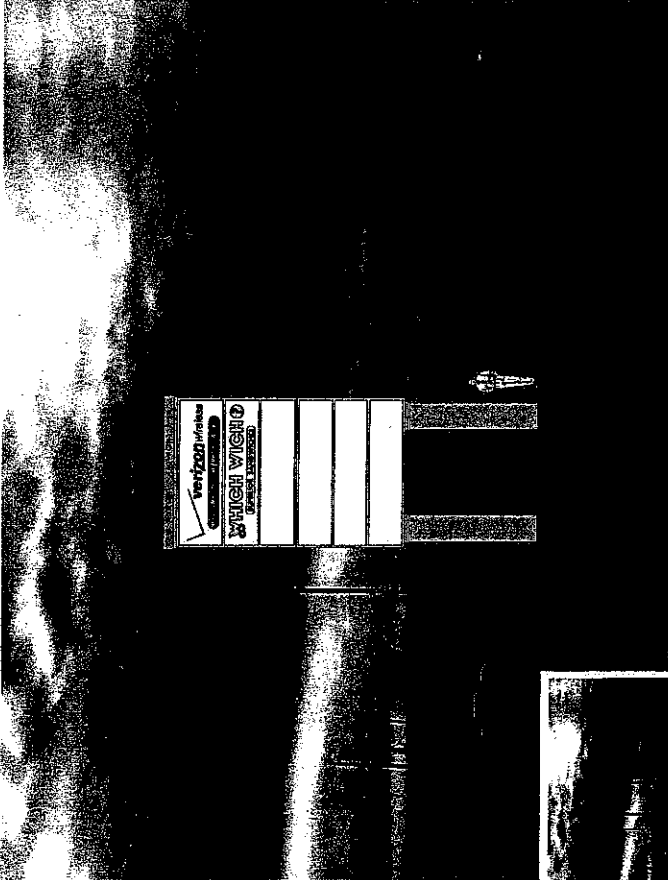


Exhibit C

Petitioner's argument on behalf of Master Sign Plan

*Please use this form only - form may be photocopied - please type or print.
See instructions page ___ for completing Exhibit B.*

1. The proposed sign meets all requirements that are required in Section 5-1400 of the City of Springfield codes and will be consistent with the adopted policies in the Springfield Comprehensive Plan.
2. The new sign proposed will help identify local business in the shopping center from motoring traffic Hwy 65 and Battlefield Rd. The current sign only identifies "Deerfield Office Park" seen from Battlefield west bound only. The proposed sign has the potential to improve safety and convenience of the public.
3. The proposed sign is more than 150ft away from the nearest traffic control and only identifies the tenants that are in the building. It's size and shape is appropriate for the property.
4. The proposed sign has same architectural design and colors of the building to give a professional appearance. The sign will not identify the office park / retail center name, only the tenant names. The proposed sign cannot be viewed from any residential areas and will not block any neighboring business or signage.
5. The proposed signs location was designed into the shopping area original design which was reviewed by planning and zoning prior to the construction of the shopping center. The proposed sign will not interfere with current parking and landscaping.
6. The proposed sign's location will not result in the destruction, loss or damage from any natural, scenic or historic features.
7. The proposed sign will not be placed in any easements, roadways, parking spaces, utilities or right of ways.
8. The proposed sign and location will not have any substantial or undue adverse effect of the property or surroundings and was designed to fit the architecture of the building along with same colors of the building. If the master sign plan is approved, along with the sign permit will be stamped engineered drawings that will comply with the City of Springfield sign codes (Section 5-1400).

This proposed sign would not meet the current Springfield zoning ordinance (Section 5-1400) because of spacing. Current ordinance states there must be 300ft spacing between detached signs. If the proposed sign would be installed at the proposed location there would be 70ft of spacing between signs. The Master Sign Plan would provide the ability to have less than 300ft spacing between signs specifically when the existing sign does not identify the business's that are located on that property. The existing sign was placed and positioned to announce the location of the development and not any business within the development. The owner of the property and business tenants should be allowed to advertise their business to the general public.

In conclusion, we trust that the Planning and Zoning commission will look favorable on this petition as a "win, win" scenario, where the commercial neighborhood can maintain its identity for the multitude of business's and general public who have come to identify this office development, and allowing the individual business tenants to advertise their business as identified per this master sign plan.

Exhibit C

Standards for Consistency for Master Sign Plan

*Please use this form only - form may be photocopied - please type or print.
See instructions page for completing Exhibit C.*

1. The location of the proposed tenant sign is reflected in the attached site plan. The "Deerfield Office Park" sign is the only other sign at this address.
2. The attached drawing reflects the square footage and height of the proposed sign. According to Section 5-1411 B. #5 pertaining to the master sign plan (No sign shall exceed the maximum height of 40 ft permitted by section 5-1400. If signs are spaced closer than the minimum spacing permitted (300 ft) one sign may be 40 ft in height and the height of the additional signs shall be limited to as follows: One sign within three hundred. The sign shall not exceed twenty feet in height.

According to the City ordinance 5-1400 B. #2 . A premise fronting on an arterial, expressway, or freeway shall be allowed a On- premise detached sign with an effective area determined by adding one hundred (100) square feet to a ratio of (2) square feet of effective area per lineal foot of frontage along the arterial, expressway, or freeway.

In conclusion, the existing sign is six ft. in height and thirty ft. in length but with a effective area of 88 sq. ft. The proposed sign is 31'-0" ft in height and effective square footage area of 256.60 sq. ft. The current 65 hwy lineal footage is 176 ft. This proposed tenant sign along with the current development sign meets the 5-1411 master sign plan requirments along with 5-1400 city ordinance.

3. The materials used for the pole structure claddings are manufactured from aluminum with an efis texture (to match building) applied to surface.